

# 2004 cumulative index

Volume 47, Number 6

## Articles

### Accounting and finance

Sidney J. Baxendale, "Outsourcing opportunities for small businesses: A quantitative analysis," Jan-Feb: 51-58.

John W. Mullins and Neil C. Churchill, "Managing cash: What a difference the days make!" Nov-Dec: 79-82.

### Business and society

W.M. Greenfield, "In the name of corporate social responsibility," Jan-Feb: 19-28.

Thomas A. Hemphill, "Corporate citizenship and the employee/citizen soldier" (Executive briefing), Mar-Apr: 3-6.

Theresa J. Holt, "The Fair and Accurate Credit Transactions Act: New tool to fight identity theft" (Executive briefing), Sep-Oct: 3-6.

Hedayeh Samavati, "Bank robbers' blues," Jan-Feb: 59-63.

### Business law

Tipton F. McCubbins, "Product design trade dress and the law" (Executive briefing), Jan-Feb: 3-6.

Robert K. Robinson, Geralyn McClure Franklin, and Walter J. Davis, "Sexual harassment redux" (Executive briefing), Jul-Aug: 3-5.

### Corporate governance

Catherine M. Daily and Dan R. Dalton, "Corporate governance digest" (Executive briefing), May-June: 2-6.

Eugene H. Fram, "Governance reform—it's only just begun," Nov-Dec: 10-14.

John A. Pearce II and Richard B. Robinson, Jr., "Hostile takeover defenses that maximize shareholder wealth," Sep-Oct: 15-24.

### Electronic commerce

Thomas C. Boyd, Andrew J. Rohm, and Dan T. Dunn, "Customer-focused online exchange strategies: Does one size fit all?" May-June: 67-74.

Jim Carter and Norman Sheehan, "From competition to cooperation: E-tailing's integration with retailing," Mar-Apr: 71-78.

Varun Grover and Pradipkumar Ramanlal, "Digital economics and the e-business dilemma," Jul-Aug: 71-80.

### Entrepreneurialism

Marc Malone, "The small business ego trap," Jul-Aug: 17-22.

### Human resource management

Fred Luthans, Kyle W. Luthans, and Brett C. Luthans, "Positive psychological capital: Beyond human and social capital," Jan-Feb: 45-50.

### Information systems

John C. Hale, Timothy D. Landry, and Charles M. Wood, "Susceptibility audits: A tool for safeguarding information assets," May-June: 59-66.

Simon Moore, "Disaster's future: The prospects for corporate crisis management and communication," Jan-Feb: 29-36.

### International business

Barry Berman, "Strategies to combat the sale of gray market goods," Jul-Aug: 51-60.

Tim R.V. Davis, "Different service firms, different international strategies," Nov-Dec: 51-59.

Ping Deng, "Outward investment by Chinese MNCs: Motivations and implications," May-June: 8-16.

Michael J. Ferguson and Paul B. McGuinness, "Chinese securities reform: The role of QFIIs in the corporate governance process," Mar-Apr: 53-61.

Lawrence G. Franko, "The death of diversification? The focusing of the world's industrial firms, 1980-2000," Jul-Aug: 41-50.

Wen Gong, Zhan G. Li, and Tiger Li, "Marketing to China's youth: A cultural transformation perspective," Nov-Dec: 41-50.

Jenny S.Y. Lee, Oliver H.M. Yau, Raymond P.M. Chow, Leo Y.M. Sin, and Alan C.B. Tse, "Changing roles and values of female consumers in China," May-June: 17-22.

Linda Ueltschy and Daniel Klein, "The Chinese insurance market (potential): Another sleeping giant?" May-June: 23-32.

# 2004 cumulative index

Volume 47, Number 6

## Articles

### Accounting and finance

Sidney J. Baxendale, "Outsourcing opportunities for small businesses: A quantitative analysis," Jan-Feb: 51-58.

John W. Mullins and Neil C. Churchill, "Managing cash: What a difference the days make!" Nov-Dec: 79-82.

### Business and society

W.M. Greenfield, "In the name of corporate social responsibility," Jan-Feb: 19-28.

Thomas A. Hemphill, "Corporate citizenship and the employee/citizen soldier" (Executive briefing), Mar-Apr: 3-6.

Theresa J. Holt, "The Fair and Accurate Credit Transactions Act: New tool to fight identity theft" (Executive briefing), Sep-Oct: 3-6.

Hedayeh Samavati, "Bank robbers' blues," Jan-Feb: 59-63.

### Business law

Tipton F. McCubbins, "Product design trade dress and the law" (Executive briefing), Jan-Feb: 3-6.

Robert K. Robinson, Geralyn McClure Franklin, and Walter J. Davis, "Sexual harassment redux" (Executive briefing), Jul-Aug: 3-5.

### Corporate governance

Catherine M. Daily and Dan R. Dalton, "Corporate governance digest" (Executive briefing), May-June: 2-6.

Eugene H. Fram, "Governance reform—it's only just begun," Nov-Dec: 10-14.

John A. Pearce II and Richard B. Robinson, Jr., "Hostile takeover defenses that maximize shareholder wealth," Sep-Oct: 15-24.

### Electronic commerce

Thomas C. Boyd, Andrew J. Rohm, and Dan T. Dunn, "Customer-focused online exchange strategies: Does one size fit all?" May-June: 67-74.

Jim Carter and Norman Sheehan, "From competition to cooperation: E-tailing's integration with retailing," Mar-Apr: 71-78.

Varun Grover and Pradipkumar Ramanlal, "Digital economics and the e-business dilemma," Jul-Aug: 71-80.

### Entrepreneurialism

Marc Malone, "The small business ego trap," Jul-Aug: 17-22.

### Human resource management

Fred Luthans, Kyle W. Luthans, and Brett C. Luthans, "Positive psychological capital: Beyond human and social capital," Jan-Feb: 45-50.

### Information systems

John C. Hale, Timothy D. Landry, and Charles M. Wood, "Susceptibility audits: A tool for safeguarding information assets," May-June: 59-66.

Simon Moore, "Disaster's future: The prospects for corporate crisis management and communication," Jan-Feb: 29-36.

### International business

Barry Berman, "Strategies to combat the sale of gray market goods," Jul-Aug: 51-60.

Tim R.V. Davis, "Different service firms, different international strategies," Nov-Dec: 51-59.

Ping Deng, "Outward investment by Chinese MNCs: Motivations and implications," May-June: 8-16.

Michael J. Ferguson and Paul B. McGuinness, "Chinese securities reform: The role of QFIIs in the corporate governance process," Mar-Apr: 53-61.

Lawrence G. Franko, "The death of diversification? The focusing of the world's industrial firms, 1980-2000," Jul-Aug: 41-50.

Wen Gong, Zhan G. Li, and Tiger Li, "Marketing to China's youth: A cultural transformation perspective," Nov-Dec: 41-50.

Jenny S.Y. Lee, Oliver H.M. Yau, Raymond P.M. Chow, Leo Y.M. Sin, and Alan C.B. Tse, "Changing roles and values of female consumers in China," May-June: 17-22.

Linda Ueltschy and Daniel Klein, "The Chinese insurance market (potential): Another sleeping giant?" May-June: 23-32.

## **Knowledge management**

Michael Weeks, "Knowledge management in the wild," Nov-Dec: 15-24.

## **Leadership**

John Beeson, "Building bench strength: A tool kit for executive development," Nov-Dec: 3-9.

Hao Ma, Ranjan Karri, and Kumar Chittipeddi, "The paradox of managerial tyranny," Jul-Aug: 33-40.

Harper W. Moulton, "Leadership through executive education," Mar-Apr: 7-14.

David Strutton, "The courtly path to managerial leadership," Jan-Feb: 7-18.

## **Marketing**

Michael Beverland, "Brand value, conviction, flexibility, and New Zealand wine," Sep-Oct: 53-61.

Michael Beverland, "Whither industry leaders? Lessons from haute couture," Mar-Apr: 63-70.

Stephen Brown, "O customer, where art thou?" Jul-Aug: 61-70.

Kathryn T. Cort, Judith H. Pairan, and John K. Ryans, Jr., "The in-school marketing controversy: Reaching the teenage segment," Jan-Feb: 81-85.

Victoria L. Crittenden and William F. Crittenden, "Developing the sales force, growing the business: The direct selling experience," Sep-Oct: 39-44.

Chiquan Guo, "Marketing research: *Cui bono?*" Sep-Oct: 33-38.

Anne Stringfellow, Winter Nie, and David E. Bowen, "CRM: Profiting from understanding customer needs," Sep-Oct: 45-52.

Shawn Thelen, Sandra Mottner, and Barry Berman, "Data mining: On the trail to marketing gold," Nov-Dec: 25-32.

Richard T. Watson, Pierre Berthon, Leyland F. Pitt, and George M. Zinkhan, "Marketing in the age of the network: From marketplace to U-space," Nov-Dec: 33-40.

Elliott Yama, "Purchasing hardball, playing price," Sep-Oct: 62-66.

## **Operations management**

Elliot Bendoly, Ashok Soni, and M.A. Venkataramanan, "Value chain resource planning: Adding value with systems beyond the enterprise," Mar-Apr: 79-86.

Amitabh S. Raturi and Eric P. Jack, "Creating a volume-flexible firm," Nov-Dec: 69-78.

Gail L. Rein, "FEEL IT—a method for achieving sustainable process changes," May-June: 75-81.

## **Organizational culture**

Camille H. James and William C. Minnis, "Organizational storytelling: It makes sense," Jul-Aug: 23-32.

## **Project management**

Yukika Awazu, Kevin C. Desouza, and J. Roberto Evaristo, "Stopping runaway IT projects," Jan-Feb: 73-80.

Iain Laird and Leif Sjoblom, "Commercializing technology: Why is it so difficult to be disciplined?" Jan-Feb: 65-71.

## **Strategic management**

Steven R. Ash and Douglas K. Ross, "Crisis management through the lens of epidemiology," May-June: 49-57.

Mahesh Gupta, Lynn Boyd, and Lyle Sussman, "To better maps: A TOC primer for strategic planning," Mar-Apr: 15-26.

Brian J. Huffman, "Why environmental scanning works except when you need it," May-June: 39-48.

Terry Leap and Misty L. Loughry, "The stakeholder-friendly firm," Mar-Apr: 27-32.

Craig C. Lundberg, "Is there really nothing so practical as a good theory?" Sep-Oct: 7-14.

Richard J. Martinez and Patricia M. Norman, "Whither reputation? The effects of different stakeholders," Sep-Oct: 25-32.

Danny Miller, Jon Hartwick, and Isabelle Le Breton-Miller, "How to detect a management fad—and distinguish it from a classic," Jul-Aug: 7-16.

Kathryn J. Ready, Milorad M. Novicevic, Thomas Kuffel, and Andrew Melendrez Stapleton, "The motorcoach industry: Strategies for competing post-9/11," Mar-Apr: 41-52.

Robert H. Schaffer and Matthew K. McCreight, "Build your own change model," May-June: 33-38.

Robert J. Trent, "Becoming an effective teaming organization," Mar-Apr: 33-40.

## **Supply chain management**

Thomas Y. Choi, Jaroslaw Budny, and Norbert Wank, "Intellectual property management: A knowledge supply chain perspective," Jan-Feb: 37-44.

Stanley E. Fawcett and Gregory M. Magnan, "Ten guiding principles for high-impact SCM," Sep-Oct: 67-74.

Bharatendu Srivastava, "Radio frequency ID technology: The next revolution in SCM," Nov-Dec: 60-68.

## Focus on books

*The art of the strategist: 10 essential principles for leading your company to victory*, by William A. Cohen. Reviewed by Stuart Rosenberg. Jul-Aug: 81-82.

## Book notes

Mar-Apr: 87-93.  
Jul-Aug: 83-90.  
Sep-Oct: 75-84.  
Nov-Dec: 83-87.

## News briefs

May-June: 82-84.

## Authors

Ash, Steven R., and Douglas K. Ross, "Crisis management through the lens of epidemiology," May-June: 49-57.

Awazu, Yukika, Kevin C. Desouza, and J. Roberto Evaristo, "Stopping runaway IT projects," Jan-Feb: 73-80.

Baxendale, Sidney J., "Outsourcing opportunities for small businesses: A quantitative analysis," Jan-Feb: 51-58.

Beeson, John, "Building bench strength: A tool kit for executive development," Nov-Dec: 3-9.

Bendoly, Elliot, Ashok Soni, and M.A. Venkataramanan, "Value chain resource planning: Adding value with systems beyond the enterprise," Mar-Apr: 79-86.

Berman, Barry, "Strategies to combat the sale of gray market goods," Jul-Aug: 51-60.

Berman, Barry, Shawn Thelen, and Sandra Mottner, "Data mining: On the trail to marketing gold," Nov-Dec: 25-32.

Berthon, Pierre, Richard T. Watson, Leyland F. Pitt, and George M. Zinkhan, "Marketing in the age of the network: From marketplace to U-space," Nov-Dec: 33-40.

Beverland, Michael, "Whither industry leaders? Lessons from haute couture," Mar-Apr: 63-70.

Beverland, Michael, "Brand value, conviction, flexibility, and New Zealand wine," Sep-Oct: 53-61.

Bowen, David E., Anne Stringfellow, and Winter Nie, "CRM: Profiting from understanding customer needs," Sep-Oct: 45-52.

Boyd, Lynn, Mahesh Gupta, and Lyle Sussman, "To better maps: A TOC primer for strategic planning," Mar-Apr: 15-26.

Boyd, Thomas C., Andrew J. Rohm, and Dan T. Dunn, "Customer-focused online exchange strategies: Does one size fit all?" May-June: 67-74.

Brown, Stephen, "O customer, where art thou?" Jul-Aug: 61-70.

Budny, Jaroslaw, Thomas Y. Choi, and Norbert Wank, "Intellectual property management: A knowledge supply chain perspective," Jan-Feb: 37-44.

Carter, Jim, and Norman Sheehan, "From competition to cooperation: E-tailing's integration with retailing," Mar-Apr: 71-78.

Chittipeddi, Kumar, Hao Ma, and Ranjan Karri, "The paradox of managerial tyranny," Jul-Aug: 33-40.

Choi, Thomas Y., Jaroslaw Budny, and Norbert Wank, "Intellectual property management: A knowledge supply chain perspective," Jan-Feb: 37-44.

Chow, Raymond P.M., Jenny S.Y. Lee, Oliver H.M. Yau, Leo Y.M. Sin, and Alan C.B. Tse, "Changing roles and values of female consumers in China," May-June: 17-22.

Churchill, Neil C., and John W. Mullins, "Managing cash: What a difference the days make!" Nov-Dec: 79-82.

Cort, Kathryn T., Judith H. Pairan, and John K. Ryans, Jr., "The in-school marketing controversy: Reaching the teenage segment," Jan-Feb: 81-85.

Crittenden, William F., and Victoria L. Crittenden, "Developing the sales force, growing the business: The direct selling experience," Sep-Oct: 39-44.

Crittenden, Victoria L., and William F. Crittenden, "Developing the sales force, growing the business: The direct selling experience," Sep-Oct: 39-44.

Daily, Catherine M., and Dan R. Dalton, "Corporate governance digest" (Executive briefing), May-June: 2-6.

Dalton, Dan R., and Catherine M. Daily, "Corporate governance digest" (Executive briefing), May-June: 2-6.

Davis, Tim R.V., "Different service firms, different international strategies," Nov-Dec: 51-59.

Davis, Walter J., Robert K. Robinson, and Geralyn McClure Franklin, "Sexual harassment redux" (Executive briefing), Jul-Aug: 3-5.

Deng, Ping, "Outward investment by Chinese MNCs: Motivations and implications," May-June: 8-16.

Desouza, Kevin C., Yukika Awazu, and J. Roberto Evaristo, "Stopping runaway IT projects," Jan-Feb: 73-80.

Dunn, Dan T., Thomas C. Boyd, and Andrew J. Rohm, "Customer-focused online exchange strategies: Does one size fit all?" May-June: 67-74.

Evaristo, J. Roberto, Yukika Awazu, and Kevin C. Desouza, "Stopping runaway IT projects," Jan-Feb: 73-80.

Fawcett, Stanley E., and Gregory M. Magnan, "Ten guiding principles for high-impact SCM," Sep-Oct: 67-74.

Ferguson, Michael J., and Paul B. McGuinness, "Chinese securities reform: The role of QFIIIs in the corporate governance process," Mar-Apr: 53-61.

Fram, Eugene H., "Governance reform—it's only just begun," Nov-Dec: 10-14.

Franklin, Geralyn McClure, Robert K. Robinson, and Walter J. Davis, "Sexual harassment redux" (Executive briefing), Jul-Aug: 3-5.

Franko, Lawrence G., "The death of diversification? The focusing of the world's industrial firms, 1980–2000," Jul-Aug: 41-50.

Gong, Wen, Zhan G. Li, and Tiger Li, "Marketing to China's youth: A cultural transformation perspective," Nov-Dec: 41-50.

Greenfield, W.M., "In the name of corporate social responsibility," Jan-Feb: 19-28.

Grover, Varun, and Pradipkumar Ramanlal, "Digital economics and the e-business dilemma," Jul-Aug: 71-80.

Guo, Chiquan, "Marketing research: Cui bono?" Sep-Oct: 33-38.

Gupta, Mahesh, Lynn Boyd, and Lyle Sussman, "To better maps: A TOC primer for strategic planning," Mar-Apr: 15-26.

Hale, John C., Timothy D. Landry, and Charles M. Wood, "Susceptibility audits: A tool for safeguarding information assets," May-June: 59-66.

Hartwick, Jon, Danny Miller, and Isabelle Le Breton-Miller, "How to detect a management fad—and distinguish it from a classic," Jul-Aug: 7-16.

Hemphill, Thomas A., "Corporate citizenship and the employee/citizen soldier" (Executive briefing), Mar-Apr: 3-6.

Holt, Theresa J., "The Fair and Accurate Credit Transactions Act: New tool to fight identity theft" (Executive briefing), Sep-Oct: 3-6.

Huffman, Brian J., "Why environmental scanning works except when you need it," May-June: 39-48.

Jack, Eric P., and Amitabh S. Raturi, "Creating a volume-flexible firm," Nov-Dec: 69-78.

James, Camille H., and William C. Minnis, "Organizational storytelling: It makes sense," Jul-Aug: 23-32.

Karri, Ranjan, Hao Ma, and Kumar Chittipeddi, "The paradox of managerial tyranny," Jul-Aug: 33-40.

Klein, Daniel, and Linda Ueltschy, "The Chinese insurance market (potential): Another sleeping giant?" May-June: 23-32.

Kuffel, Thomas, Kathryn J. Ready, Milorad M. Novicevic, and Andrew Melendrez Stapleton, "The motorcoach industry: Strategies for competing post-9/11," Mar-Apr: 41-52.

Laird, Iain, and Leif Sjöblom, "Commercializing technology: Why is it so difficult to be disciplined?" Jan-Feb: 65-71.

Landry, Timothy D., John C. Hale, and Charles M. Wood, "Susceptibility audits: A tool for safeguarding information assets," May-June: 59-66.

Le Breton-Miller, Isabelle, Danny Miller, and Jon Hartwick, "How to detect a management fad—and distinguish it from a classic," Jul-Aug: 7-16.

Leap, Terry, and Misty L. Loughry, "The stakeholder-friendly firm," Mar-Apr: 27-32.

Lee, Jenny S.Y., Oliver H.M. Yau, Raymond P.M. Chow, Leo Y.M. Sin, and Alan C.B. Tse, "Changing roles and values of female consumers in China," May-June: 17-22.

Li, Tiger, Wen Gong, and Zhan G. Li, "Marketing to China's youth: A cultural transformation perspective," Nov-Dec: 41-50.

Li, Zhan G., Wen Gong, and Tiger Li, "Marketing to China's youth: A cultural transformation perspective," Nov-Dec: 41-50.

Loughry, Misty L., and Terry Leap, "The stakeholder-friendly firm," Mar-Apr: 27-32.

Lundberg, Craig C., "Is there really nothing so practical as a good theory?" Sep-Oct: 7-14.

Luthans, Brett C., Fred Luthans, and Kyle W. Luthans, "Positive psychological capital: Beyond human and social capital," Jan-Feb: 45-50.

Luthans, Fred, Kyle W. Luthans, and Brett C. Luthans, "Positive psychological capital: Beyond human and social capital," Jan-Feb: 45-50.

Luthans, Kyle W., Fred Luthans, and Brett C. Luthans, "Positive psychological capital: Beyond human and social capital," Jan-Feb: 45-50.

Ma, Hao, Ranjan Karri, and Kumar Chittipeddi, "The paradox of managerial tyranny," Jul-Aug: 33-40.

Magnan, Gregory M., and Stanley E. Fawcett, "Ten guiding principles for high-impact SCM," Sep-Oct: 67-74.

Malone, Marc, "The small business ego trap," Jul-Aug: 17-22.

Martinez, Richard J., and Patricia M. Norman, "Whither reputation? The effects of different stakeholders," Sep-Oct: 25-32.

McCreight, Matthew K., and Robert H. Schaffer, "Build your own change model," May-June: 33-38.

McCubbins, Tipton F., "Product design trade dress and the law" (Executive briefing), Jan-Feb: 3-6.

McGuinness, Paul B., and Michael J. Ferguson, "Chinese securities reform: The role of QFII's in the corporate governance process," Mar-Apr: 53-61.

Miller, Danny, Jon Hartwick, and Isabelle Le Breton-Miller, "How to detect a management fad—and distinguish it from a classic," Jul-Aug: 7-16.

Minnis, William C., and Camille H. James, "Organizational storytelling: It makes sense," Jul-Aug: 23-32.

Moore, Simon, "Disaster's future: The prospects for corporate crisis management and communication," Jan-Feb: 29-36.

Mottner, Sandra, Shawn Thelen, and Barry Berman, "Data mining: On the trail to marketing gold," Nov-Dec: 25-32.

Moulton, Harper W., "Leadership through executive education," Mar-Apr: 7-14.

Mullins, John W., and Neil C. Churchill, "Managing cash: What a difference the days make!" Nov-Dec: 79-82.

Nie, Winter, Anne Stringfellow, and David E. Bowen, "CRM: Profiting from understanding customer needs," Sep-Oct: 45-52.

Norman, Patricia M., and Richard J. Martinez, "Whither reputation? The effects of different stakeholders," Sep-Oct: 25-32.

Novicevic, Milorad M., Kathryn J. Ready, Thomas Kuffel, and Andrew Melendrez Stapleton, "The motorcoach industry: Strategies for competing post-9/11," Mar-Apr: 41-52.

Pairan, Judith H., Kathryn T. Cort, and John K. Ryans, Jr., "The in-school marketing controversy: Reaching the teenage segment," Jan-Feb: 81-85.

Pearce, John A. II, and Richard B. Robinson, Jr., "Hostile takeover defenses that maximize shareholder wealth," Sep-Oct: 15-24.

Pitt, Leyland F., Richard T. Watson, Pierre Berthon, and George M. Zinkhan, "Marketing in the age of the network: From marketplace to U-space," Nov-Dec: 33-40.

Ramanlal, Pradipkumar, and Varun Grover, "Digital economics and the e-business dilemma," Jul-Aug: 71-80.

Raturi, Amitabh S., and Eric P. Jack, "Creating a volume-flexible firm," Nov-Dec: 69-78.

Ready, Kathryn J., Milorad M. Novicevic, Thomas Kuffel, and Andrew Melendrez Stapleton, "The motorcoach industry: Strategies for competing post-9/11," Mar-Apr: 41-52.

Rein, Gail L., "FEEL IT—a method for achieving sustainable process changes," May-June: 75-81.

Robinson, Richard B., Jr., and John A. Pearce II, "Hostile takeover defenses that maximize shareholder wealth," Sep-Oct: 15-24.

Robinson, Robert K., Geralyn McClure Franklin, and Walter J. Davis, "Sexual harassment redux" (Executive briefing), Jul-Aug: 3-5.

Rohm, Andrew J., Thomas C. Boyd, and Dan T. Dunn, "Customer-focused online exchange strategies: Does one size fit all?" May-June: 67-74.

Ross, Douglas K., and Steven R. Ash, "Crisis management through the lens of epidemiology," May-June: 49-57.

Ryans, John K., Jr., Kathryn T. Cort, and Judith H. Pairan, "The in-school marketing controversy: Reaching the teenage segment," Jan-Feb: 81-85.

Samavati, Hedayeh, "Bank robbers' blues," Jan-Feb: 59-63.

Schaffer, Robert H., and Matthew K. McCreight, "Build your own change model," May-June: 33-38.

Sheehan, Norman, and Jim Carter, "From competition to cooperation: E-tailing's integration with retailing," Mar-Apr: 71-78.

Sin, Leo Y.M., Jenny S.Y. Lee, Oliver H.M. Yau, Raymond P.M. Chow, and Alan C.B. Tse, "Changing roles and values of female consumers in China," May-June: 17-22.

Sjöblom, Leif, and Iain Laird, "Commercializing technology: Why is it so difficult to be disciplined?" Jan-Feb: 65-71.

Soni, Ashok, Elliot Bendoly, and M.A. Venkataraman, "Value chain resource planning: Adding value with systems beyond the enterprise," Mar-Apr: 79-86.

Srivastava, Bharatendu, "Radio frequency ID technology: The next revolution in SCM," Nov-Dec: 60-68.

Stapleton, Andrew Melendrez, Kathryn J. Ready, Milorad M. Novicevic, and Thomas Kuffel, "The motorcoach industry: Strategies for competing post-9/11," Mar-Apr: 41-52.

Stringfellow, Anne, Winter Nie, and David E. Bowen, "CRM: Profiting from understanding customer needs," Sep-Oct: 45-52.

Strutton, David, "The courtly path to managerial leadership," Jan-Feb: 7-18.

Sussman, Lyle, Mahesh Gupta, and Lynn Boyd, "To better maps: A TOC primer for strategic planning," Mar-Apr: 15-26.

Thelen, Shawn, Sandra Mottner, and Barry Berman, "Data mining: On the trail to marketing gold," Nov-Dec: 25-32.

Trent, Robert J., "Becoming an effective teaming organization," Mar-Apr: 33-40.

Tse, Alan C.B., Jenny S.Y. Lee, Oliver H.M. Yau, Raymond P.M. Chow, and Leo Y.M. Sin, "Changing roles and values of female consumers in China," May-June: 17-22.

Ueltschy, Linda, and Daniel Klein, "The Chinese insurance market (potential): Another sleeping giant?" May-June: 23-32.

Venkataraman, M.A., Elliot Bendoly, and Ashok Soni, "Value chain resource planning: Adding value with systems beyond the enterprise," Mar-Apr: 79-86.

Wank, Norbert, Thomas Y. Choi, and Jaroslaw Budny, "Intellectual property management: A knowledge supply chain perspective," Jan-Feb: 37-44.

Watson, Richard T., Pierre Berthon, Leyland F. Pitt, and George M. Zinkhan, "Marketing in the age of the network: From marketplace to U-space," Nov-Dec: 33-40.

Weeks, Michael, "Knowledge management in the wild," Nov-Dec: 15-24.

Wood, Charles M., John C. Hale, and Timothy D. Landry, "Susceptibility audits: A tool for safeguarding information assets," May-June: 59-66.

Yama, Elliott, "Purchasing hardball, playing price," Sep-Oct: 62-66.

Yau, Oliver H.M., Jenny S.Y. Lee, Raymond P.M. Chow, Leo Y.M. Sin, and Alan C.B. Tse, "Changing roles and values of female consumers in China," May-June: 17-22.

Zinkhan, George M., Richard T. Watson, Pierre Berthon, and Leyland F. Pitt, "Marketing in the age of the network: From marketplace to U-space," Nov-Dec: 33



## CIBER Case Collection

sponsored by the Indiana University CIBER

### *Calling all case writers!*

The Indiana University Center for International Business Education and Research, in cooperation with the European Case Clearinghouse (ECCH) and its tremendous distribution capabilities, including its online search system, COLIS ([www.ecch.cranfield.ac.uk/](http://www.ecch.cranfield.ac.uk/)), makes it possible for case writers from all business disciplines to have their cases widely advertised and distributed.

For information about submitting your case to the CIBER Case Collection, visit the IU CIBER website at [www.kelley.iu.edu/ciber](http://www.kelley.iu.edu/ciber). Send your case and accompanying teaching notes, in Microsoft Word format, to:

Indiana University CIBER  
Kelley School of Business  
1309 East 10th Street  
Bloomington, IN 47405-1701

or by email to: [pschersc@indiana.edu](mailto:pschersc@indiana.edu)

